

- 1. Geographically, can you provide us with a county-like grid or for the following locations (Eagle Butte, Mission, Rapid City and Sioux Falls) identifying, by percentage, where the children have been placed within the state in the past? Could you provide us with statistics regarding how many children are available for foster care by their age groups within each location (Eagle Butte, Mission, Rapid City and Sioux Falls)? Can you provide us with an estimated number of foster and foster to adopt parents you have within the following locations (Eagle Butte, Mission, Rapid City and Sioux Falls)? Can you provide us with a percentage breakdown of the current foster parents per location (Eagle Butte, Mission, Rapid City and Sioux Falls) as it relates to race, two-parent, and same sex? Is this campaign LGBT friendly?**

Necessary baseline data will be provided to the successful vendor upon award of the contract.

- 2. Is the public relations portion of the campaign main focus on the highest # of impressions, ad equivalency or improving perceptions about the foster process?**

See Section 3, Public Relations Services of the RFP.

- 3. Do you have a desirable number you wish to reach in terms of the number of foster parents each year as a benchmark or as a result of the campaign?**

Evaluation components will be based on vendor responses and determined by the Department of Social Services and the successful vendor.

- 4. Do you want the recruitment efforts to center around foster parents in who foster children from within the same location (Eagle Butte, Mission, Rapid City and Sioux Falls) or are these targeted parents recruiting children from outside their geographic area?**

Foster parents do NOT recruit children. The Department of Social Services utilizes foster homes as a temporary placement option for children who have been removed from their homes because the court system/law enforcement has deemed the children's current living conditions unsafe.

The campaign should focus on the four targeted communities listed in the RFP and also include general statewide recruitment strategies.

- 5. Is there a specific time of the year where you would want an increase in the recruitment initiative driven by the publicity efforts? Do you have any internal deadlines you can share within the 7 month campaign contract period?**

No. This will be an ongoing campaign; specific deadlines will be based on vendor responses and determined by the Department of Social Services and the successful vendor.

- 6. What are the rates per location (Eagle Butte, Mission, Rapid City and Sioux Falls) for parents who inquire about fostering that actually foster or adopt children from within that same location?**

Necessary baseline data will be provided to the successful vendor upon award of the contract.

- 7. Historically, what are the top 3 mitigating factors why parents have chosen not to become foster parents? Do you have any data you could share with us concerning this question that will assist us in our public relations approach to this proposal?**

Please see the "Myths vs. Facts" attachment.

- 8. What current incentives do you offer parents who become foster care providers, (monetary, housing, educational, etc.)?**

Please refer to "Myth vs. Facts" attachment, and see additional information at dss.sd.gov/fostercare/

- 9. What is the extent of your photo/video library for use in the creative concept development or should we also budget using photography/videography, stock images and reels?**

A limited photo library exists.

- 10. What types of local efforts have worked in the past where you have seen an increase in your recruitment of foster parents?**

The Department employs many local efforts; this campaign is intended to augment those initiatives.

- 11. What is the connection to the First Lady of South Dakota? Was she a foster parent or child, or is this just an issue that she supports?**

The First Lady has chosen to support this initiative.

- 12. Regarding budget, can we develop 3 itemized cost proposals and include a short narrative of each budget scenario instead of writing a completely new approach for each? Ideally the plan that we develop would be "scalable" so we could add or subtract components based on your approved budget.**

Yes

- 13. What percentage of the budget per scenario do you anticipate the vendor allocating for traditional advertising to sustain/support this effort?**

Strategy, including media placement, will be negotiated with the vendor awarded the contract.

14. Do you have any existing OOH, Transit or experiential campaigns in existence that we can align with in this?

No

15. In terms of media placement budgets from the RFP, do you have any specific media outlets per location (Eagle Butte, Mission, Rapid City and Sioux Falls) that are a "must-have"? Or is the entire media plan to be "state-wide" or up to the vendor as agreed to by the vendor and the state once the marketing plan is approved?

Strategy, including media placement, will be negotiated with the vendor awarded the contract.

16. Is this competitive solicitation open to all "qualified" vendors or are you looking for only South Dakota-based vendors?

This is a competitive solicitation open to all vendors.

17. Is there a standard foster family "profile" that the State is wishing to recruit?

No. Foster children are placed with foster parents who can best meet the needs of the individual child. We currently have a greater need for foster families that can meet the needs of teenagers, sibling groups, medically fragile children, as well as Native American children, specifically in the following geographical areas - Eagle Butte, Mission, Rapid City and Sioux Falls.

See ARDS [67:42:05:06](#) for additional foster parent licensure information.

18. What is the present placement need level for foster families per location?

Necessary baseline data will be provided to the successful vendor upon award of the contract.

19. Are there other social service agencies that are routinely involved in placement?

Yes. But this contract is only relevant to children placed by the Department of Social Services.

20. Is there an incumbent marketing/advertising agency?

No

21. Has there been a previous marketing effort for foster care recruitment? If so may we review the existing work, as well as, any results realized from the efforts?

The successful vendor will have access to previously utilized materials.

22. Have there historically been times of the year when foster care needs are greater?

No

23. Is First Lady, Linda Dugaard available to travel if a PR idea required her to be in one of the target cities?

Yes

24. How soon would you hope to be on-air after the contract award date?

This will be an ongoing campaign; specific deadlines will be based on vendor responses and determined by the Department of Social Services and the successful vendor.